

## CLAIMS

What is claimed is:

1. An orthotic insertable in footwear generally in the shape of a shoe, the orthotic  
5 comprising:  
a midfoot portion having an apex and forming an arch height; and  
a heel portion aft of the midfoot portion, the heel portion being generally hook-  
shaped.
- 10 2. The orthotic of claim 1 wherein the generally hook-shaped heel portion can be flexed,  
in a direction inward or a direction outward, for insertion into footwear.
3. The orthotic of claim 1 further comprising a top cover portion covering and generally  
forward of the midfoot portion and extending around the midfoot portion to the heel portion.  
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4. The orthotic of claim 3 wherein the top cover portion matches the exact shape of the  
midfoot portion and the heel portion.
5. The orthotic of claim 1 wherein the arch height is designed to correct abnormalities  
20 associated with over-pronation.

6. The orthotic of claim 1 wherein the footwear is a dress shoe.

7. The orthotic of claim 1 wherein the footwear is a high-heeled shoe.

5 8. The orthotic of claim 1, wherein the orthotic is composed from non-stressed relieved polypropylene material.

9. The orthotic of claim 1, wherein the orthotic is generally flexible and has a thickness approximately in the range of 2.8 to 3.6 millimeters.

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10. The orthotic of claim 1, wherein the orthotic is generally semi-flexible and has a thickness approximately in the range of 3.6 to 4.4 millimeters.

11. The orthotic of claim 1, wherein the orthotic is generally stiff and has a thickness  
15 approximately in the range of 4.4 to 5.2 millimeters.

12. The orthotic of claim 1, wherein the orthotic is generally rigid and has a thickness approximately in the range of 5.2 to 7.1 millimeters.

20 13. An orthotic insertable in footwear generally in the shape of a shoe, the orthotic comprising:

a midfoot portion having an apex and forming an arch height; and  
a heel portion aft of the midfoot portion, the heel portion having a heel hole.

14. The orthotic of claim 13 further comprising a top cover portion covering and  
5 generally extending forward of the heel portion and midfoot portion.

15. The orthotic of claim 14 wherein the top cover has a recessed portion corresponding  
to the heel hole.

10 16. The orthotic of claim 14 wherein the top cover comprises poron material having a  
thickness of approximately 1/16 of an inch.

17. The orthotic of claim 14 wherein the top cover comprises poron material having a  
thickness of approximately 1/8 of an inch.

15 18. The orthotic of claim 14 wherein the top cover comprises spenco material having a  
thickness of approximately 1/16 of an inch.

19. The orthotic of claim 14 wherein the top cover comprises spenco material having a  
20 thickness of approximately 1/8 of an inch.

20. The orthotic of claim 13 further comprising a metatarsal pad generally placed near a forward end of the orthotic wherein the metatarsal pad provides extra padding proximal to a ball of a foot.

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21. An orthotic insertable in footwear generally in the shape of a shoe, the orthotic comprising:

a center portion extending from a heel end to forward of an arch height;

a top cover generally covering the center portion and extending from the heel end;

10 and

a heel posting generally connected underneath the center portion at the heel end.

22. The orthotic of claim 21, wherein the top cover is generally the same size and shape as the center portion.

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23. The orthotic of claim 21, wherein the top cover extends from the heel end beyond the center portion to a toe end.

24. The orthotic of claim 21, wherein the heel end forms a full heel cup.

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25. The orthotic of claim 21, further comprising a heel cover connected on a bottom side of the heel posting.

26. The orthotic of claim 21, wherein the heel posting is made from crepe material.

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27. The orthotic of claim 21, wherein the orthotic has a thickness and strength of material configured for a heavier person.

28. The orthotic of claim 21, wherein the orthotic has a width, the width being chosen to  
10 be generally narrow, regular, or wide, each width further chosen to match various shoe sizes,  
wherein the orthotic is mass producible.

29. The orthotic of claim 21, wherein the arch height is chosen based on weight bearing  
foot impression, age, and activity level.

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30. The orthotic of claim 21, wherein the orthotic is composed of polypropylene material.

31. A method for choosing particular orthotics for a particular person, the orthotics being  
mass producible, the method comprising:

20 gathering physical characteristics of the person;

providing the person's footprint information;

using the footprint information to select one of a plurality of arch heights;

using the person's physical characteristics to select one of a plurality of orthotic material thicknesses; and

using the footprint information to select one of a plurality of orthotic widths,

5        wherein a total of possible combinations of orthotics available is equal to an actual number for the plurality of arch heights times an actual number for the plurality of orthotic material thicknesses times an actual number of the plurality of orthotic widths, and

wherein the total of possible combinations of orthotics is mass producible.

10        32.    The method of claim 31, wherein the gathering physical characteristics of the person comprises:

gathering person's gender;

gathering person's age;

gathering person's weight;

15        gathering person's physical activity level; and

gathering person's special medical condition.

33. The method of claim 31, wherein the providing the person's footprint information comprises:

having the person stand on a piece of paper with a wet bare left and right foot for  
5 approximately five (5) seconds forming a wet impression on the piece of paper; and  
outlining the wet impression on the piece of paper with a pen or a pencil.

34. The method of claim 31 wherein the plurality of arch heights comprise:

low arch height approximately equal to 10mm;  
10 medium-low arch height approximately equal to 20mm;  
medium arch height approximately equal to 25mm;  
medium-high arch height approximately equal to 30mm; and  
high arch heights arch approximately equal to 35mm.

15 35. The method of claim 31 wherein the plurality of orthotic material thicknesses  
comprise:

1/8 inch;

9/64 inch;

3/16 inch;

11/64 inch; and

5 1/4 inch thicknesses.

36. The method of claim 31 wherein the plurality of widths comprise:

narrow width approximately equal to 40mm;

narrow to regular width approximately equal to 50mm;

10 regular width approximately equal to 60mm;

regular to wide width approximately equal to 70mm; and

wide width approximately equal to 80mm.

37. The method of claim 31 wherein the total of possible combinations is one hundred  
15 twenty-five (125).

38. The method of claim 31 wherein the orthotics are made from polypropylene material.